



USDA Weekly Retail Turkey Feature Activity

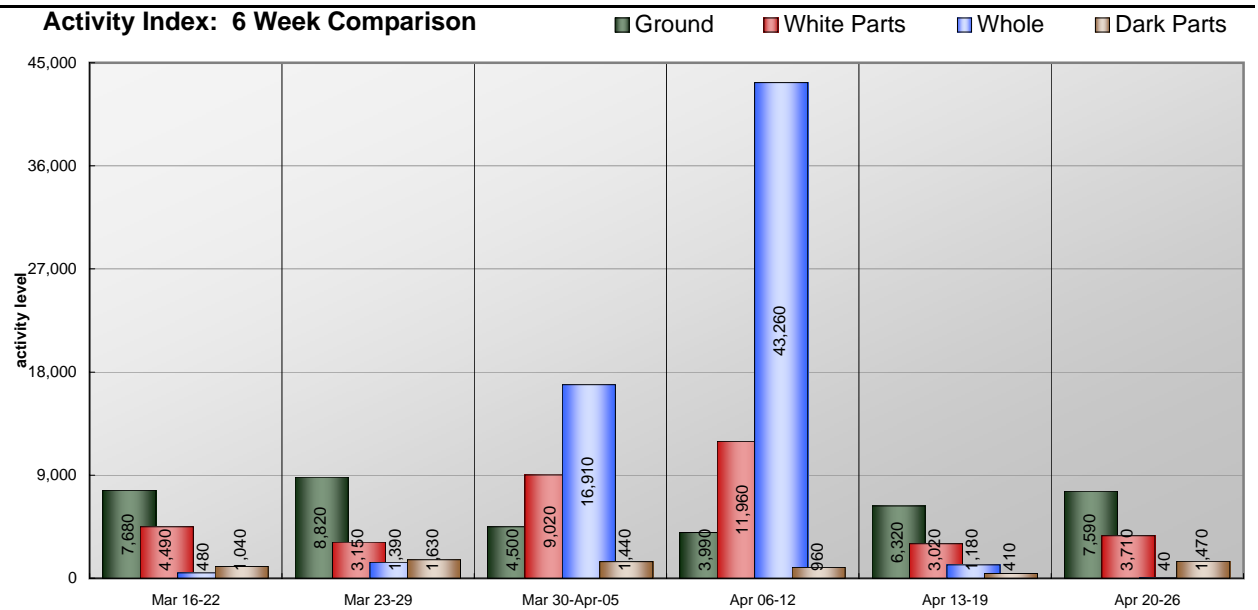
Fri. Apr 20, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/20 thru 04/26.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

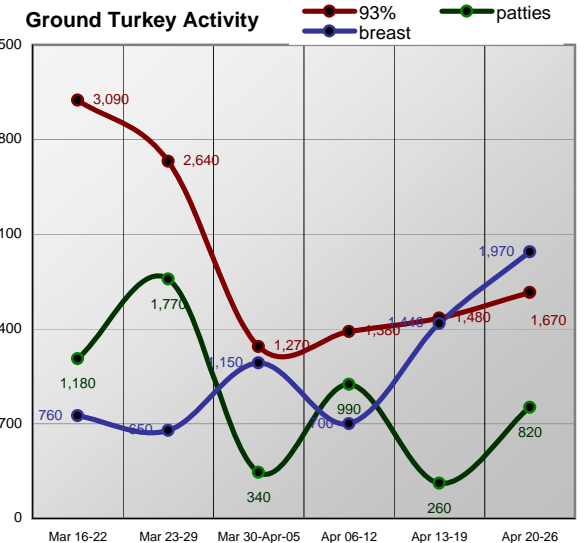
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	46.7% of 17,000 outlets		38.1% of 17,000 outlets		39.7% of 17,000 outlets	
Special Rate 4/	11.0%		3.3%		8.2%	
Activity Index 2/	13,530		12,450		9,450	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			590	0.99	140	1.07
" - Toms			590	0.99	140	1.10
Frozen - Hens	20	0.89				
" - Toms	20	0.89				
PARTS:						
Breast:						
Bone-in, whole						
Fresh	280	1.52	210	1.51		
Frozen	170	1.10	120	1.08	410	1.90
Hotel Style						
Fresh	10	1.49	340	1.15		
Frozen						
Split, bone-in						
Fresh	200	2.49			200	2.49
Rotisserie	930	7.65	520	7.49	290	6.65
Boneless, whole						
	20	3.64	70	3.99		
Cutlets	970	4.19	930	3.96	570	4.00
Cutlets, thin sliced			120	4.93	40	4.49
Strips	400	4.54	230	3.49		
Tenders	730	3.85	480	3.75	90	4.08
Marinated Tenders	550	2.86	1,190	3.63		
Drumsticks						
	700	1.38	200	0.96	290	0.95
Thighs						
	90	1.39			120	1.49
Wings						
	670	1.38	200	0.96	250	0.81
Necks						
					40	0.69
Smoked Drumsticks						
	10	1.08	10	1.79		
Smoked Wings						
					30	1.39
Smoked Necks						
GROUND TURKEY:						
Patties	820	2.73	260	2.76	1,550	2.66
Sausage	620	2.23	1,920	2.40	300	2.32
85% lean	2,510	1.81	1,220	1.82	1,950	1.91
93% lean	1,670	2.59	1,480	2.24	2,290	2.52
Breast	1,970	3.97	1,440	3.79	750	3.65
Rolls (frsh/frz 1 lb.)	170	0.99	330	1.17	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.



Turkey Featuring - 04/20 thru 04/26

Turkey regains some prominence in retail print ads. The feature rate grew to 46.7% compared to last week's 38.1%. Special rate activity is more than 3 times higher than the previous week. Offers of whole birds continue to be rare, bone-in breast promotions are slightly higher in volume and value. The balance of breast items increased 5% over last week. Prices are mostly higher, except marinated tenders averaged 77 cents lower. Dark cuts return to pre-holiday levels and prices are higher on fresh cuts, lower on smoked drums. Promotions of ground turkey continue to climb and the weighted average price is higher. Offers of sausage fell, while 85% lean was more than double last week's volume and offers of burgers are sharply higher. Ground breast and 93% lean increased in quantity and value.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	51.4% of 7,900 sampled outlets 4.5% of stores w/ no-price promotions Activity Index = 7,750			41.2% of 5,200 sampled outlets 15.0% of stores w/ no-price promotions Activity Index = 2,430			44.3% of 3,900 sampled outlets 19.0% of stores w/ no-price promotions Activity Index = 3,180		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens							0.89	20	0.89
" - Toms							0.89	20	0.89
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 1.99	270	1.54	0.99	10	0.99			
Frozen	1.32	20	1.32	0.99 - 1.58	150	1.07			
Hotel Style									
Fresh	1.49	10	1.49						
Frozen									
Split, bone-in									
Fresh	2.49	200	2.49						
Rotisserie	3.99 - 8.99	820	7.86	5.99 - 6.99	110	6.07			
Boneless, whole	4.49	10	4.49				2.79	10	2.79
Cutlets	3.99 - 4.29	590	4.01	2.99 - 3.99	30	3.83	4.54	350	4.54
Cutlets, thin sliced									
Strips							4.54	400	4.54
Tenders	3.49 - 3.99	240	3.59	2.99 - 3.49	10	3.30	3.99	480	3.99
Marinated Tenders	3.19 - 3.99	550	2.86						
Drumsticks	1.27 - 1.29	60	1.29	1.37 - 1.39	140	1.38	1.39	500	1.39
Thighs	1.29 - 1.49	50	1.41	1.37	40	1.37			
Wings	1.27 - 1.29	30	1.28	1.37 - 1.39	140	1.38	1.39	500	1.39
Necks									
Smoked Drumsticks				1.08	10	1.08			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.99	490	2.66	2.50 - 3.00	250	2.75	3.07	80	3.07
Sausage	2.30 - 2.69	280	2.46	2.02 - 2.05	340	2.04			
85% lean	1.54 - 1.99	1,510	1.87	1.54 - 2.00	1,000	1.71			
93% lean	1.92 - 2.99	1,130	2.32	2.00 - 2.63	130	2.06	3.50	410	3.50
Breast (99-100% lean)	2.99 - 4.39	1,490	3.99	2.50 - 3.99	70	3.36	3.99	410	3.99
Rolls (frsh/frz 1 lb.)	0.99	140	0.99	1.00	30	1.00			